

G2A FACTSHEET

August 2023

HISTORY



2010

Started as a retailer.



XYZ-XXX-YYY-ZZZ



2014

Initially offered **game keys, gaming services and gift cards** for all major platforms (Steam, Uplay, Origin, PSN, Xbox).



2014

Changed into a **marketplace**.



2020

G2A in **TOP10 Cross-Border Marketplaces** operating in Europe.

2022 GATE 2 ADVENTURE

Expanded to **all-digital platform offering 75K+ products**, including non-gaming categories like software or subscriptions. **Gate 2 Adventure** begins.

KEY NUMBERS



225M

visits
in 2022



66M+

Visitors
in 2022



25M+

clients
worldwide



75k

Products
available



3.6M

social media
community



105M+

products
sold so far

PRODUCTS



Subscription service offering unique discounts and special offers for the clients.



Referral program that lets users earn money by recommending G2A Marketplace.



A program which lets game developers open their official store on the marketplace and gain a lot of benefits.



An addition to the normal shopping experience, **G2A Plus** lets subscribers receive **unique discounts** and **special offers** just for them.

Here are some numbers:

- ✓ Over **2.2M people** have tried Plus in total.
- ✓ Over **20 000 game keys** sold **weekly** through unique Plus offers.
- ✓ Over **37 000 games and DLCs**, as well as **over 1100 software products** discounted within the subscription on the marketplace.
- ✓ Unique benefits: **exclusive discounts**, both from us and **our partners**, **priority support**, **free game each month**



As a referral program with a very long history – it has been launched in **June 2013**, even before the marketplace – Goldmine has always allowed our users **earn money** while **doing what they like the most**: playing games and talking about them!

Since its inception, Goldmine has amassed some spectacular numbers:

- ✓ As of June 2023, its users have **earned over € 7M in total**.
- ✓ Goldmine reflinks account for **over 400k monthly visits** on the marketplace website.



Trust

200+

payment methods

While shopping, you can **pick** from **over 200 payment methods**, including the most popular and secure ones, like **PayPal, Skrill, PayU and many others**, often popular regional ones.



AI

Anti-fraud solutions

Our checkout **process is completely safe**, covered by a robust and professional Fraud Prevention team, **supported by state-of-the-art AI technology** used to prevent false or fraudulent transactions - this resulted in reaching the fraud rate at the marketplace of 0.2% vs 2.9% globally.



VERIFIED

sellers only

Only verified sellers. All our sellers are registered business entities, who had to undergo a **strict AML process**, which required them sending us all business-related documents to make sure they are legitimate – **no anonymous dealer can offer anything for sale via G2A!**



E-COMERCE SPLIT

Gaming

- games,
- DLC,
- random,
- currencies,
- gaming subs,
- in-game items
- gaming gift cards,



Non-gaming

- subs,
- crypto,
- gift cards,
- programs,
- special gift cards,
- cash gift cards



SOCIAL MEDIA

3.6 million
overall reach

98% response rate
on social media

2 hrs
support response time



2.3M
likes

Facebook



769k
followers

Twitter



293.7k
followers

Instagram



125.5k
likes

TikTok



193k
subscribers

YouTube



5.8k
followers

Twitch



10.2k
followers

LinkedIn

PARTNERS

BUSINESS



INFLUENCERS
(present & past partners)



Throughout the years we have partnered with nearly
1800 partners
(over 250 in 2022 alone) from **61 different countries**.

DEVELOPERS & PUBLISHERS



INDUSTRY



G2A ARENA

The biggest business and exhibition center in the city of Rzeszow, Poland.

ESPORTS INITIATIVES

\$12M+
invested
since 2014

71
esports teams
partnered
with us

110+
esports & gaming
events have been
sponsored

AWARDS AND RECOGNITION



BrandMe CEO
Forbes Poland



Merchant Team of the Year
CNP Awards
2021



Outstanding Fast-Growth Business
Global Business
Excellence



Innovation in Customer Experience
UK Financial Services
Experience Awards



KTR Golden/Silver Swords
Advertising
Creators Club



Leader of the Region in Financial Services
Nowiny/Polska Press



Newsweek's Innovation Award
Business Insider



Golden Medal
Polish Academy
of Success



Best Deal of the Year 2017
eBay Hong Kong



Golden Drums
Slovenian
Advertising
Chamber



Outstanding New Product/Service
Global Business
Excellence



Best Benefits Strategy 2018
Benefits Festival



Company of the Year
Crystal Antenna
Award



Cross Cultural Customer Experience
The Stevies (US)

MEDIA ABOUT G2A



G2A's co-founder
included on 30 under 30



How G2A keeps a start-up
energy in a big company



G2A's CEO and co-founder
named a Digital Shaper



G2A's CEO wins the
BrandMe CEO award

WORKING AT G2A

HQ in NETHERLANDS (NL)



HQ in HONG KONG (HK)



R&D CENTER (PL)



OFFICES in POLAND (PL)



EMPLOYEES



400

talented, skilled
specialists &
40% women
representation



12

countries
of their origin



**Individual
benefits for
employees**



**Active
Team**

promoting **healthy lifestyle**,
available to every employee



**Internship
programs**

CHARITY



Save the Children 

\$500,000

gathered for the
Save the Children
Foundation

**GAMING
FOR GOOD**

\$128,193

gathered through our
platform and donated to
Gaming for Good